

INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVE.
NEW YORK, N. Y.

February 24, 1943

Mr. Addison Taylor
Station WPRU
Princeton University
Princeton, N.J.

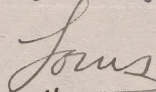
Dear Doc:

X
Yesterday I had a discussion with the J. Walter Thompson Co. to determine the reasons for the March 5th cancellation of the "Old Gold Campus News". Their decision was made due to the uncertain conditions now existing on the campuses. One of their primary interests at the present time is the coverage of servicemen. They suggested that in a month, I submit data outlining the coverage by the stations of Army and Navy personnel in residence. If the stations are able to effectively cover these men, the matter of the continuance of the program will be taken under consideration.

It is very important, therefore, that your station make every effort to interest the servicemen in your daily schedules, and also solicit their interest in active participation in your activities.

I will be anxious to know what progress you make in this regard.

Very truly yours,



Louis M. Bloch Jr.
Business Manager

LMB:rs